

2018 Media Kit

The Grand Cities Lifestyle Magazine

GRAND

L I F E S T Y L E

GrandLifestyleMagazine.com

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GRAND

L I F E S T Y L E

About //

Defined by the compelling people, places and offerings of the region, **GRAND Lifestyle** magazine showcases the finest elements of the place we live in, work and play—helping us all achieve the life worthy of the publication’s name.

Infused with stunning imagery, experienced storytelling and a sophisticated design, **GRAND** is intended to highlight the impressive possibilities present in the Grand Cities region and surrounding areas.

Our goal for you—and for us—is both simple and complex.

We want to leave you awestruck at what you can see, touch, taste, hear, accomplish or experience here. We want to provide you with inspiration sourced from the best stories, perspectives or options that the region has to offer. And, we want to impress you with our ability to translate the grandest parts of this region onto the pages in a feature article, profile piece or photo set that either enhances your understanding of what is achievable here, or shows the positive possibilities that are just down the street or maybe only a short drive away. Are those aspirations simple? No. Are those goals complex? Definitely, (there are so many amazing stories to be told, how do we fit everything in?). But, could all of this be **GRAND**? Well, why else would we be doing this?

Developed and produced in downtown Grand Forks, North Dakota, **GRAND** is published by BBI International. For more than two decades, our team of editors, designers, photographers, sales, marketing and event staff have been producing industry leading magazines and events across the country. With **GRAND**, we are turning our passion for creating meaningful content towards home.



Layout Examples

BEST OF THE GRAND CITIES MAGAZINE

...featuring dependable, and interesting information to its readers about the people, places, and events that form Grand Forks and East Grand Forks. The fundamental reason the magazine exists is to enhance people's lives by telling them the best places to go, what to see, what's new, and who's who.

EACH ISSUE
REACHES...

PRINT ISSUE:

20,145+ people and **\$646,564,560** worth of potential income in Grand Forks and East Grand Forks.

DIGITAL ISSUE:

10,000+ emails in Grand Forks and East Grand Forks region

Total
Households
& Businesses
8,006



Number of
Households
7.5K+



Number of
Businesses
481



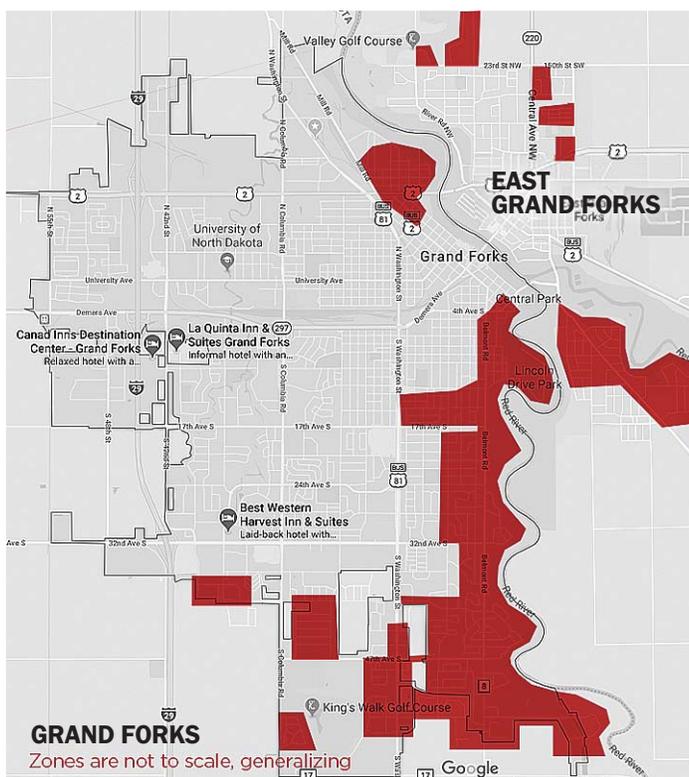
Avg.
Household
Income
\$80K



Avg.
People in the
Household:
2.6



Age 35-65
% of
Readership
Age 35-65
42%



Each issue is mailed to households in Grand Forks and East Grand Forks with an annual income of **\$80,000 or higher.**

**BONUS DISTRIBUTION
INCLUDES:**

- Grand Forks Region Economic Development Corporation members
- Chamber members
- Business After Hours
- Chamber Annual Dinner

Editorial & Advertising //

INTERESTED
IN ADVERTISING?

Marla DeFoe 701-738-4960 mdefoe@bbiinternational.com

Dayna Bastian 701-738-4921 dbastian@bbiinternational.com

EDITORIAL FOCUS

HOME &
DESIGN //

EAT &
DRINK //

HEALTH &
FITNESS //

SHOP &
STYLE //

OUTDOORS //

ARTS &
CULTURE //

DEADLINES

ISSUE //	INSERTION //	ARTWORK
ISSUE 1	2/12	2/19
ISSUE 2	4/30	5/7
ISSUE 3	7/16	7/23
ISSUE 4	10/1	10/8

RATES

SIZES	1x	2x	4x
FULL PAGE SPREAD <i>Call for pricing</i>			
FULL PAGE	\$1,895	\$1,695	\$1,495
HALF PAGE	\$1,195	\$995	\$895
MARKETPLACE	\$495	\$495	\$495

PREMIUM PLACEMENT: Price +25%
(Guaranteed Ad Placement)
Inside Front Cover, Page 3, Opposite Contents Page,
Inside Front Cover, Back Cover

SIZES

*Do not build to trim size

SPREAD Trim*: 17" x 10.875" Bleed*: 17.5" x 11.375" Non-bleed: 16" x 9.875"	
FULL PAGE Trim*: 8.5" x 10.875" Bleed*: 9" x 11.375" Non-bleed: 7.5" x 9.875"	
1/2 PAGE HORIZONTAL Non-bleed: 7.5" x 4.625" Bleed: <i>Not available</i>	
MARKETPLACE Image Size: 3.7" x 3.23" (300 dpi) Write-up: 50-60 words* Contact info: Address, phone, website See Example on Next Page <small>*Address, phone number and website are not counted in the 50-60 word write-up</small>	

SPECIFICATIONS

Rates and production information are available on request for: supplied inserts, gatefolds, cover wraps, bellybands, etc.

TRIM: 8.5" x 10.875"

BLEED: 9" x 11.375"

LINE SCREEN: 150

BINDING: US - Perfect Bound

AD PLACEMENT: Apart from Premium Ad Placements and full page ads, half page ads will be stacked with another ad, or placed along the bottom half of the page.

PROOFS: We do not supply proofs

STORAGE OF ADVERTISEMENT: 24 months

FILE FORMAT

The following format only: **PDF/X1a**

COLOR: CMYK/process colors only. NO SPOT COLORS.

All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.

FONTS: Outline or embed all fonts in the PDF

RESOLUTION: All advertising materials must be at least 300 dpi and submitted at 100% size.

***LIVE AREA:** All live matter must be kept 1/4" inside dimensions on all four sides.
(GRAND Lifestyle will not be responsible for any live matter placed outside the safety)

ADDITIONAL PRODUCTION INFO:

GRAND Lifestyle magazine

Marla DeFoe, Marketing & Advertising Manager
701-746-8385 // mdefoe@bbiinternational.com

WHAT IS PDF/X-1A?

PDF/X-1a is a subset of Adobe's Portable Document Format (PDF). PDF/X1a stands for PDF exchange 1a. The "1" means that it is a blind exchange document—all fonts and images are embedded and "a" is the variant of PDF/X1 that was ISO accredited; ISO Standard: ISO 15930-1:2001.

REGULATIONS

AGENCY DISCOUNTS: Due to the affordable rates offered by GRAND Lifestyle magazine, we do not offer agency discounts.

INVOICES: Rendered at time of issue mailing.

SHORT RATES/REBATES: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement. If the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

RATE PROTECTION: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

PUBLISHER'S PROTECTIVE CLAUSES: Deliberate attempts to simulate editorial format in an advertisement is not permitted by GRAND Lifestyle magazine. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. GRAND Lifestyle magazine is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. GRAND Lifestyle magazine is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

CANCELLATIONS: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing via email (service@bbiinternational.com).

METHOD OF DISTRIBUTION: U.S. Postal Service

SUBSCRIPTION PRICES: Subscriptions to GRAND Lifestyle magazine are now free of charge to everyone with the exception of a shipping and handling fee. Subscription forms are available online (www.grandlifestylemagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com.

EXAMPLE

MARKETPLACE //



Kittsona



CREATING AN INSPIRED DESIGN
with Personality

Susan Nord Designs



Half Brothers



Turning Point

Kittsona

We offer our customers quality customer service, filling each individual with care and attentiveness. We provide a unique product mix including stylish clothing and accessories, locally inspired pieces, and specialty gifts all at affordable prices. At Kittsona, we are sure you'll feel empowered + inspired + loved. Let's be friends >> check us out on the social media @kittsona! xo

402 Demers Ave.
28 S. 3rd St.
701-936-0608
Kittsona.com

Half Brothers

We brew excellent beer and craft delicious dishes for our patrons to enjoy... but so does every other successful brew house. We built this company to be more than just another brewery. We work hard to craft an experience that promotes art and culture in the community. Live bands and artists from the community come together to be a part of a unique experience!

17 N 3rd St.
Grand Forks, ND 58203
701-757-0805
HalfBrothersBrewing.com

Susan Nord Designs

Inspired by her faith, the beauty and simplicity of nature, and her ability to make a difference in people's lives, Susan embraces her passion...creativity! As an artist, she understands color and design. Her goal is to take inspiration from her clients and transform materials, finishes, and colors into a one-of-a-kind design that is unique to them.

2150 32nd Ave S Suite E, Grand Forks, ND 58201
218-791-3235
SusanNordDesigns.com

Turning Point

Turning Point Wellness Properties embraces a holistic approach to providing healthcare in our community.

Whole Body Cryotherapy is a innovative solution in recovery that uses cold temperatures to trigger the body's natural recovery process. It can boost the effects of workouts, diet, massage and all kinds of therapeutic treatments.

2424 32nd Ave S., Suite 102
Grand Forks, ND 58201
701-620-1493
KuhlenCryoTherapy.com